

CONTRACT



WTVJ
15000 SW 27th Street
Miramar, FL 33027
(954) 622-6000

And:

AMERICAN RAMBLER PRODUCTIONS
138 CONANT ST
BEVERLY, MA 01915
USA

<u>Contract / Revision</u> 338028 /		<u>Alt Order #</u>
<u>Product</u> 9/26 thru 10/2		
<u>Contract Dates</u> 09/26/12 - 10/02/12	<u>Estimate #</u> 9/26 thru 10/2	
<u>Advertiser</u> ROMNEY FOR PRESIDENT		<u>Original Date / Revision</u> 09/25/12 / 09/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTVJ	<u>Account Executive</u> Corey Lane	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA1849		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 26978		<u>Advertiser Ref</u> 18824

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTVJ	10/01/12	10/02/12	6A-7A TISF	6A-7A		1:00			NM	2	\$1,000.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	11-----				2	\$500.00			
N 2	WTVJ	09/26/12	09/28/12	6A-7A TISF	6A-7A		:30			NM	2	\$800.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--11---				2	\$400.00			
N 3	WTVJ	10/01/12	10/02/12	7A-9A TODAY	7A-9A		1:00			NM	4	\$3,800.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	22-----				4	\$950.00			
N 4	WTVJ	09/26/12	09/28/12	7A-9A TODAY	7A-9A		:30			NM	4	\$2,800.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--22---				4	\$700.00			
N 5	WTVJ	09/26/12	09/28/12	9A-10A TODAY II	9A-10A		:30			NM	2	\$700.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--11---				2	\$350.00			
N 6	WTVJ	10/01/12	10/02/12	9A-10A TODAY II	9A-10A		1:00			NM	2	\$1,400.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	11-----				2	\$700.00			
N 7	WTVJ	09/26/12	09/27/12	10A-11A TODAY III	10A-11A		:30			NM	2	\$500.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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15000 SW 27th Street
Miramar, FL 33027
(954) 622-6000

<u>Contract / Revision</u> 338028 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/26/12 - 10/02/12	<u>Product</u> 9/26 thru 10/2	<u>Estimate #</u> 9/26 thru 10/2
<u>Advertiser</u> ROMNEY FOR PRESIDEN		<u>Original Date / Revision</u> 09/25/12 / 09/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-- 11---				2	\$250.00			
N 8	WTVJ	10/01/12	10/02/12	10A-11A TODAY III	10A-11A		1:00			NM	2	\$1,100.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	11-----				2	\$550.00			
N 9	WTVJ	09/26/12	09/27/12	11A-12P NBC MIAMI AT 11/11A-12P	11A-12P	-- 11---	:30	2	\$75.00	NM	2	\$150.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
N 10	WTVJ	09/28/12	10/02/12	11A-12P NBC MIAMI AT 11/11A-12P	11A-12P		1:00			NM	3	\$450.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---- 1--				1	\$150.00			
Week:		10/01/12	10/07/12	11-----				2	\$150.00			
N 11	WTVJ	09/26/12	09/27/12	12P-1P FAMILY FEUD	12P-1P		:30			NM	2	\$200.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-- 11---				2	\$100.00			
N 12	WTVJ	10/01/12	10/02/12	1P-2P DAYS	1P-2P		1:00			NM	2	\$1,800.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	11-----				2	\$900.00			
N 13	WTVJ	09/26/12	09/28/12	1P-2P DAYS	1P-2P		:30			NM	2	\$700.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-- 11---				2	\$350.00			
N 14	WTVJ	10/01/12	10/02/12	4-5P ELLEN	4P-5P	11-----	1:00	2	\$1,200.00	NM	2	\$2,400.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
N 15	WTVJ	09/26/12	09/28/12	4-5P ELLEN	4P-5P		:30			NM	2	\$800.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-- 11---				2	\$400.00			
N 16	WTVJ	10/01/12	10/02/12	5P-6P NBC 6 NEWS @5P	5P-6P	11-----	1:00	2	\$750.00	NM	2	\$1,500.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
N 17	WTVJ	09/26/12	09/28/12	5P-6P NBC 6 NEWS @5P	5P-6P	-- 11---	:30	2	\$500.00	NM	2	\$1,000.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
N 18	WTVJ	09/26/12	09/28/12	6P-630P EARLY NEWS	6P-630P	-- 22---	:30	4	\$800.00	NM	4	\$3,200.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
N 19	WTVJ	10/01/12	10/02/12	6P-630P EARLY NEWS	6P-630P	22-----	1:00	4	\$1,000.00	NM	4	\$4,000.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
N 20	WTVJ	10/01/12	10/02/12	7P-730P EXTRA	7P-730P		1:00			NM	2	\$4,400.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Advertiser</u> ROMNEY FOR PRESIDEN		<u>Original Date / Revision</u> 09/25/12 / 09/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	11-----				2	\$2,200.00			
N 21	WTVJ	09/26/12	09/28/12	7P-730P EXTRA	7P-730P		:30			NM	2	\$2,000.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--11---				2	\$1,000.00			
N 22	WTVJ	09/26/12	09/28/12	730P-8P ACCESS HOLLYW	730P-8P		:30			NM	2	\$2,000.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--11---				2	\$1,000.00			
N 23	WTVJ	10/01/12	10/02/12	730P-8P ACCESS HOLLYW	730P-8P	11-----	1:00	2	\$1,300.00	NM	2	\$2,600.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
N 24	WTVJ	09/26/12	09/28/12	11P-1135P L. NEWS	11P-1135P		:30			NM	2	\$1,200.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--11---				2	\$600.00			
N 25	WTVJ	10/01/12	10/02/12	11P-1135P L. NEWS	11P-1135P	11-----	1:00	2	\$1,600.00	NM	2	\$3,200.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
N 26	WTVJ	09/26/12	09/28/12	5A-6A TISF	5A-6A	--22---	:30	4	\$150.00	NM	4	\$600.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
N 27	WTVJ	10/01/12	10/02/12	5A-6A TISF	5A-6A		1:00			NM	4	\$400.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	22-----				4	\$100.00			
D 28	WTVJ	09/28/12	09/28/12	9-10P GRIMM	9P-10P	----1--	:30	1	\$1,500.00	NM	0	\$0.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
D 29	WTVJ	09/28/12	09/28/12	10-11P DATELINE NBC	10P-11P		:30			NM	0	\$0.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
N 30	WTVJ	09/29/12	09/29/12	7A-9A SAT TODAY	7A-9A		1:00			NM	1	\$800.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$800.00			
N 31	WTVJ	09/30/12	09/30/12	8A-9A SUN TODAY	8A-9A	-----1	1:00	1	\$1,100.00	NM	1	\$1,100.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
D 32	WTVJ	09/30/12	09/30/12	9A-10A MEET THE PRESS	9A-10A		:30			NM	0	\$0.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
D 33	WTVJ	09/30/12	09/30/12	10A-1030A CHRIS MATTHE	10A-1030A	-----S	:30	1	\$1,000.00	NM	0	\$0.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
N 34	WTVJ	09/30/12	09/30/12	SU FTBL NIGHT AMER NON	7P-815P	-----S	1:00	1	\$10,000.00	NM	1	\$10,000.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
N 35	WTVJ	09/30/12	09/30/12	NFL REGULAR SEASON NC	815P-1130P	-----S	1:00	1	\$30,000.00	NM	1	\$30,000.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												

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FOR NBC & TELEMUNDO STATION CONTRACTS:

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FOR NBCE CONTRACTS:

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<u>Advertiser</u> ROMNEY FOR PRESIDEN		<u>Original Date / Revision</u> 09/25/12 / 09/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 36	WTVJ	09/28/12	09/28/12	6A-7A TISF	6A-7A		1:00			NM	1	\$800.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$800.00			
N 37	WTVJ	09/28/12	09/28/12	7A-9A TODAY	7A-9A		1:00			NM	1	\$1,400.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$1,400.00			
N 38	WTVJ	09/28/12	09/28/12	9A-10A TODAY II	9A-10A		1:00			NM	1	\$700.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$700.00			
N 39	WTVJ	09/28/12	09/28/12	10A-11A TODAY III	10A-11A		1:00			NM	1	\$500.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$500.00			
N 40	WTVJ	09/28/12	10/02/12	12P-1P FAMILY FEUD	12P-1P		1:00			NM	3	\$800.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$400.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	11-----				2	\$200.00			
N 41	WTVJ	09/28/12	09/28/12	1P-2P DAYS	1P-2P		1:00			NM	1	\$700.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (CDR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$700.00			
N 42	WTVJ	09/28/12	09/28/12	5A-6A TISF	5A-6A		1:00			NM	1	\$300.00
ALL SPOTS ON THIS ORDER PREEMPTIBLE CLASS OF TIME (IP)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$300.00			
Totals											80	\$91,800.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	46	\$63,500.00	\$53,975.00
10/01/12 - 10/02/12	34	\$28,300.00	\$24,055.00
Totals	80	\$91,800.00	\$78,030.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.